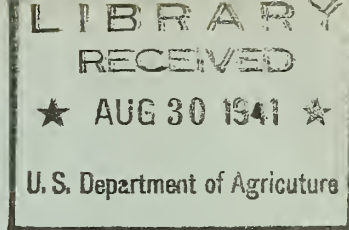


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STANDARD SIZES *for* Children's Clothes



*A Primer for the
Consumer and the Trade*

U.S. Bureau of Home Economics
U. S. Department of Agriculture
in cooperation with the
National Consumer-Retailer Council



330209

WHY THE PRESENT SYSTEM OF SIZES FAILS to fit Young America.

Manufacturers have done a good job of developing sizes by rule of thumb. No child goes naked, BUT

- Few manufacturers' sizes are the same.

Garments labeled with the same size designations are made with entirely different dimensions.

Very few garments are large enough for the age of the child specified.

- Stating size by age has no connection with the job of fitting clothes to children.

Children of the same age often are of very different size and body build.

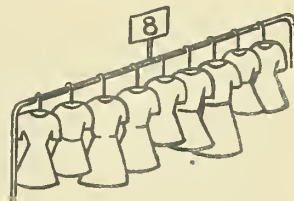
For example - These girls are all 8 years of age.





PRESENT SYSTEM CONFUSES increases inventory costs.

One retailer carries eight size 8 girls' wash dresses to provide coverage for his market.



Imagine the confusion of the customers



Not to speak of inventory costs.

The lost sales because out of stock.

The irritation of customers with the retailer - and retailer with the manufacturer.

Who profits by this confusion? ... NO ONE !

THIS SAME CONFUSION AND WASTE

of time, energy, and money existed

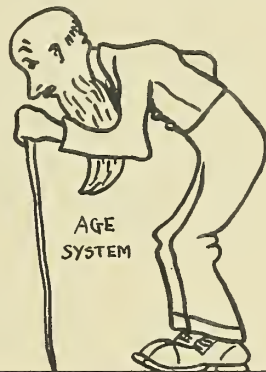
Before the English language was standardized.

Before time was standardized.

Before linear measurements were standardized.

Before volume measurements were standardized.

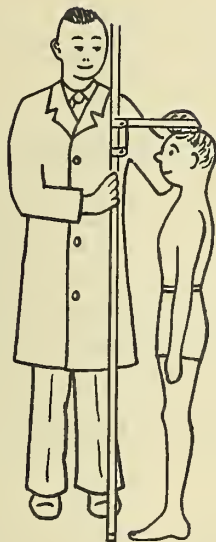
Before weight measurements were standardized.



The age system for designating
size of children's garments
is outmoded - discredited.

"LET'S DO SOMETHING ABOUT IT,"

said the Bureau of Home Economics to the women
who buy the clothes, to the men who make and sell.



The Works Projects Administration
put up the money.

And thousands of children stood up
and let themselves be measured.

HOW THE STUDY WAS MADE

TIME: Started February 1937 }
Completed June 1939 } $2\frac{1}{2}$ years

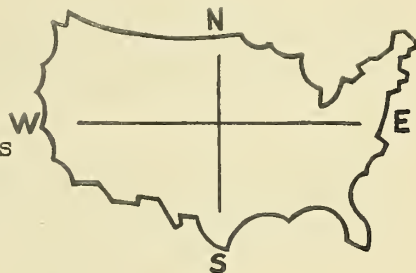
CHILDREN MEASURED: 147,088 boys and girls

AGES: 4 to 17 years

KIND OF CHILDREN: American children from public, parochial, and private schools, public playgrounds, camps, Boy Scouts, and Girl Scouts - from higher and lower economic levels.

TERRITORY: Children in East, West, North, and South, of the United States..... in all, 16 States and the District of Columbia.

MEASUREMENTS TAKEN: Weight and 35 measurements. A total of more than 5,000,000 body measurements.



INSTRUMENTS: All measurements made with calibrated instruments provided by the Bureau of Home Economics.

MEASURERS: Sixty-two men and women. College trained specialists in physical education and child training, assisted by 266 WPA and NYA measurers who worked under their supervision.

Training: All measurers trained under the direction of an anthropometrist and her assistants, in special training schools arranged by the Bureau of Home Economics.

A manual of measurements used for training.

Periodic check of all measurements by duplicate measurements assured accuracy and consistency of results.

DIRECTOR: Ruth O'Brien
 Chief, Division of Textiles & Clothing
 Bureau of Home Economics

STATISTICIAN: Meyer A. Girshick
 assisted by Albert E. Craig and
 Cassie F. Skilling

ANTHROPOMETRIST: Eleanor P. Hunt
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 Everett L. Marshall

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California -	Harold E. Jones	Cincinnati,	
Colorado ---	Inga M. K. Allison	Ohio ----	Charlotte M. Ullrich
Illinois ---	Mary E. Freeman	Pennsylvania -	Pauline Beery Mack
Iowa -----	C. H. McCloy	Tennessee ----	Ida Adelaide Anders
Kansas -----	Alpha Latzke	Texas -----	Jessie Whitacre
Detroit, Mich.	Julia P. Grant	Utah -----	Sadie O. Morris

COOPERATING INSTITUTIONS

University of Alabama	University of Minnesota
Institution of Child Welfare of University of California	Board of Education, Cincinnati, Ohio
Colorado State College	Pennsylvania State College
University of Colorado	University of Tennessee
Chicago Teachers College and Board of Education of Chicago, Illinois	Texas Agricultural Experiment Station
	Texas Technological College
State University of Iowa	Texas State College for Women
Iowa State College	Utah State College
Kansas State College	University of Utah
Board of Education, Detroit, Michigan	

PUBLISHED RESULTS

"Children's Body Measurements for Sizing Garments and Patterns:
A proposed standard system based on height and girth of hips."

U. S. Department of Agriculture, MP 365.
Copies free on request.
Address the Bureau of Home Economics,
U. S. Department of Agriculture,
Washington, D. C.

"Body Measurements of American Boys and Girls for Garment and
Pattern Construction: A comprehensive report of measuring
procedures and statistical data on 147,000 American children."

U. S. Department of Agriculture, MP 366.
For sale by Superintendent of Documents,
Washington, D. C.



COOPERATION OF MANUFACTURERS AND DISTRIBUTORS

Measurements taken	}	were decided	{	Manufacturers
Procedures followed				
Methods of analysis of data				
Proposed size standard				
		in cooperation with		Distributors
				Consumer groups

in conferences called for this purpose by the Bureau of Home Economics on March 3, 1937, and March 25, 1937 and by the American Standards Association on eight occasions.



Sept.	16,	1937
June	14,	1938
July	26,	1938
April	26,	1939
May	1,	1939
May	12,	1939
May	23,	1939
June	1,	1939

NATIONALLY RECOGNIZED AND USED
STANDARD of body measurements

as a basis for sizing garments and patterns is now
being considered by the American Standards Association,
Committee L-11, Mrs. Harriet R. Howe, chairman,
composed of representatives of

MANUFACTURERS

International Association of
Garment Manufacturers
Bauman's Original Designs, Inc.
Underwear Institute
Cavanaugh Form Co., Inc.
United Infants' and Children's
Wear Association
The Vogue Pattern Service and
the Hollywood Pattern Co.
The Butterick Co., Inc.
Boys' Apparel Buyers' Assoc.

McCall Corporation
Industrial Council of Cloak, Suit,
and Shirt Manufacturers, Inc.
J.R.Bauman Normal Model Form, Inc.
Infants' and Children's Coat Assoc.
Simplicity Pattern Co.
National Knitted Outerwear Assoc.
American Fixture and Manufacturing Co.
E. Liedke, Member-at-large
Julia McHugh, " " "
Harry Simons, " " "

DISTRIBUTORS

American Retail Federation
Boys' Apparel Buyers' Association
Limited Price Variety Stores Association, Inc.
National Retail Dry Goods Association

CONSUMERS

American Association of University Women
American Home Economics Association
General Federation of Women's Clubs
National Association of Home Demonstration Agents
National Home Demonstration Council
National League of Women Voters

GOVERNMENT BUREAUS

Bureau of Home Economics, U. S. Department of Agriculture
Bureau of Labor Statistics, U. S. Department of Labor
Consumer Standards Project, U. S. Department of Agriculture

WHAT THE STUDY SHOWS

1. That the size of children can be predicted best from a combination of two measurements.

- A VERTICAL LENGTH
- A GIRTH

2. That age alone is the poorest possible basis for sizing any kind of garments for children.



THE BUREAU OF HOME ECONOMICS therefore proposes

Twelve "REGULAR" classes of girls.
Thirteen "REGULAR" classes of boys.
All grouped according to hip measure and height
instead of according to age.



A two-dimensional system is not new
in garment sizing. For a long time
people have been buying ...

Men's shirts - by neck size and
arm length.

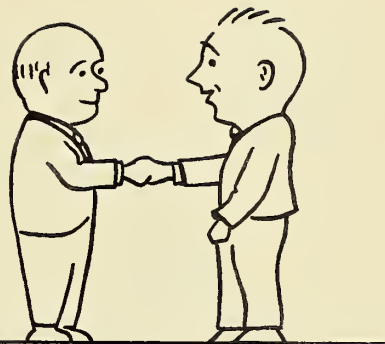
Men's pants - by girth of waist
and leg length.

WHY NOT the same kind of two-way system
for children's clothes and patterns?

All it takes is

Agreement among the trade, based
on these actual measurements of
real live American youngsters.

Working out standard sizes for
garments and patterns, making
due allowance for comfort, action
and style.



Garments may still be graded from size to size on chest,
crotch length, or any other measurements.
The new system merely calls for grouping the children
by height and hip measures ... not according to age.

HOW THE SYSTEM WOULD WORK...

Mama telephones or writes an order
for a suit for Johnny ---

Mama gives Johnny's HEIGHT and HIP measurements
instead of his age.



This identifies Johnny with a group of children
with similar hip measures and height.

The clerk (and maybe Mama)
knows the size designation
for garments that fit that
group of children.

The store delivers the suit.

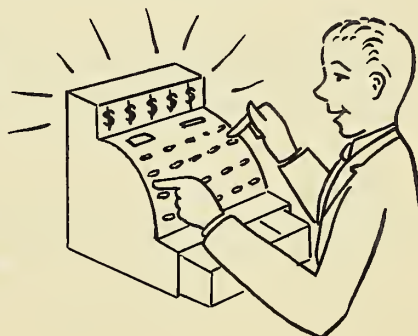
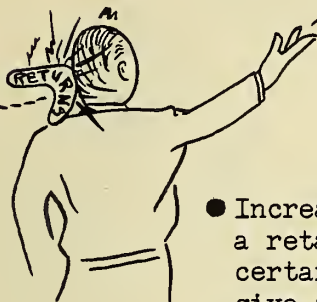
Johnny and Mama are happy.





A STANDARDIZED HIP-HEIGHT SIZE SYSTEM will

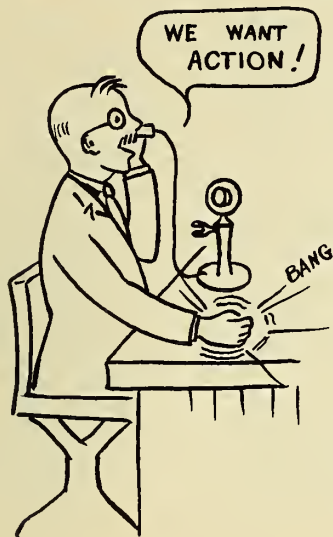
- Reduce returns to stores.
- Reduce alteration and fitting charges.
- Save time and costs in pattern making.
- Increase sales by helping customers to buy more easily.
- Increase sales by enabling a retailer to specialize in certain size ranges and give a better coverage in the market.
- Increase profits by reducing cost of distribution.





QUESTION: What can YOU do to help?

ANSWER: If you are a retailer or manufacturer -



Insist that your trade association do its part to get agreement on standards for body sizes and standards for garments and patterns.

EVERY DAY YOU DELAY COSTS YOU MONEY

If you don't know what this is all about, write to the Bureau of Home Economics for MP-365, "Children's body measurements for sizing garments and patterns."

IF and WHEN you do get garments and patterns sized according to the new height-hip system, let women know about it. Feature it in your advertising in speeches to women's clubs in store demonstrations and displays.

QUESTION: What can YOU do to help?

ANSWER: If you are a woman buying children's clothes -

Write a letter, or go to see personally the head of the store where you buy your children's clothes.

Tell him what you're up against in finding clothes to fit John and Jane.

Tell him the time, the trouble, the expense to you, and to him, of buying and selling children's clothes by the outmoded age system.

Tell him of the new proposed height-hip system that will be a way out of the present trouble.

Such action by you and other mothers in the community will bring results more quickly than you know.



